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M341
two
hundred
million
quarts
a day

1919



Two Hundred Million

Quarts a Day

Is more milk than this country is now producing, and yet it would be only enough to give every person in the United States a quart of fresh milk a day, because about 55 per cent of the total milk production goes into manufactured products or is fed to animals or lost in handling. About 36 per cent of the total milk production goes into butter, while ice cream takes about 4 per cent and cheese 4.5 per cent.

A National Barometer

The dairy industry furnishes a good barometer of a nation's progress—where milk production is large, there you will find more

husky, rosy-cheeked youngsters, and such nations are bound to lead in progress. Our milk production is large, but this is a large country, and even here in the United States there are many children who do not get enough milk, as recent surveys in cities have shown.

“Everybody’s Business”

Milk production and distribution is in a very real sense everybody’s business. Often it is a community problem, a “you and me” problem, and everyone who helps increase the production and consumption of milk is rendering service to community, State, and Nation. It’s not a simple problem, and in solving it there must be lots of “pull together” and a disposition to consider and understand the “other fellow” on the part of producer, dealer, and consumer.

Harsh Words at 4 a. m.

Whenever a city family is awakened by an early morning row between milk route drivers over the possession of milk bottles,

it is more than an annoyance or a subject for a joke at the breakfast table—it hurts the dairy industry. Seven or eleven competing drivers on the same street mean higher milk prices and less profits to producer and dealer. A wrangle between drivers over bottles is possible only where distribution costs are higher than necessary. Some communities don't hear harsh words at 4 a. m.

Killing Cows with Cents

Add a few cents to the cost of milk and dairy products to consumers, and consumption "slumps." This "slump" may send a lot of cows to the butcher because their milk can not be sold and it does not pay to keep them on the farm. How much better it would be for all if better marketing were practiced, prices kept down through modern methods, profits to dealer and farmer assured, and the housewife not forced to skimp the children on milk or use less in cooking!

Turn Him Loose

The consumer if turned loose on a basis of lowered prices will build up business for producer and dealer. The dealer and producer plus the best efforts of a community can turn the consumer loose. Get volume business at a smaller unit cost and realize more profit in the end. That's what other businesses are doing—and some communities are trying it in the dairy business.

Sell More and Make More

Lower prices to the consumer of dairy products do not necessarily mean less money to producer or dealer. Where volume of sales is increased the unit cost is less, and the total profits may be greater even with lowered prices to the consumer. If more organization of dairy interests is necessary to achieve volume business in distributing dairy products, some of the savings resulting must be passed on to the consumer in reduced prices if the industry is to retain the confidence of the public and be free from suspicion—two things necessary to any attempt to increase consumption.

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THE BUREAU OF MARKETS, United States Department of Agriculture, through its dairy products marketing division, studies the various economic aspects of the marketing of milk and milk products and furnishes reports on market conditions and prices. These reports include:

Daily butter market bulletin.

Daily cheese market bulletin.

Weekly review of butter market conditions.

Weekly review of cheese market conditions.

Monthly review of fluid milk prices in the United States.

Monthly review of condensed and evaporated milk prices.

Monthly reports of dealers' stocks of condensed and evaporated milk.

Reports of the monthly production of manufactured milk products.

These reports are sent regularly without charge to all persons requesting this service. Information dealing with other phases of the marketing of dairy products also is given out, either through printed publications, by letter, or through personal contact. Branch offices of the dairy products marketing division of the Bureau of Markets are maintained in San Francisco; Minneapolis; Chicago; Fond du Lac, Wis.; New York, Boston, and Philadelphia.